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Warner E. Lassiter

04/16/2004

Federal Trade Commission
Office of the Secretary
Room 159-H
600 Pennsylvania Ave, NW
Washington, DC 20580

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners:

I applaud your efforts to curb the problem of un-solicited bulk email, but am seriously concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many logistical and financial problems associated with this idea, and so much potential damage to be done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

Requirement for the use of suppression lists will seriously impact many of the legitimate publications available on the Internet, especially to publishers who require permission from the consumer prior to adding them to any list. These companies are not among those that CAN-SPAM was designed to put out of business, but this requirement, if enacted, will very likely have that effect.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I believe it's my duty as a law-abiding Internet user to urge you in the strongest possible terms to reconsider its implementation in light of these problems.

Respectfully yours,

A handwritten signature in dark ink, appearing to read "WE Lassiter".

Warner E. Lassiter
Atlanta, GA